

Figure 1

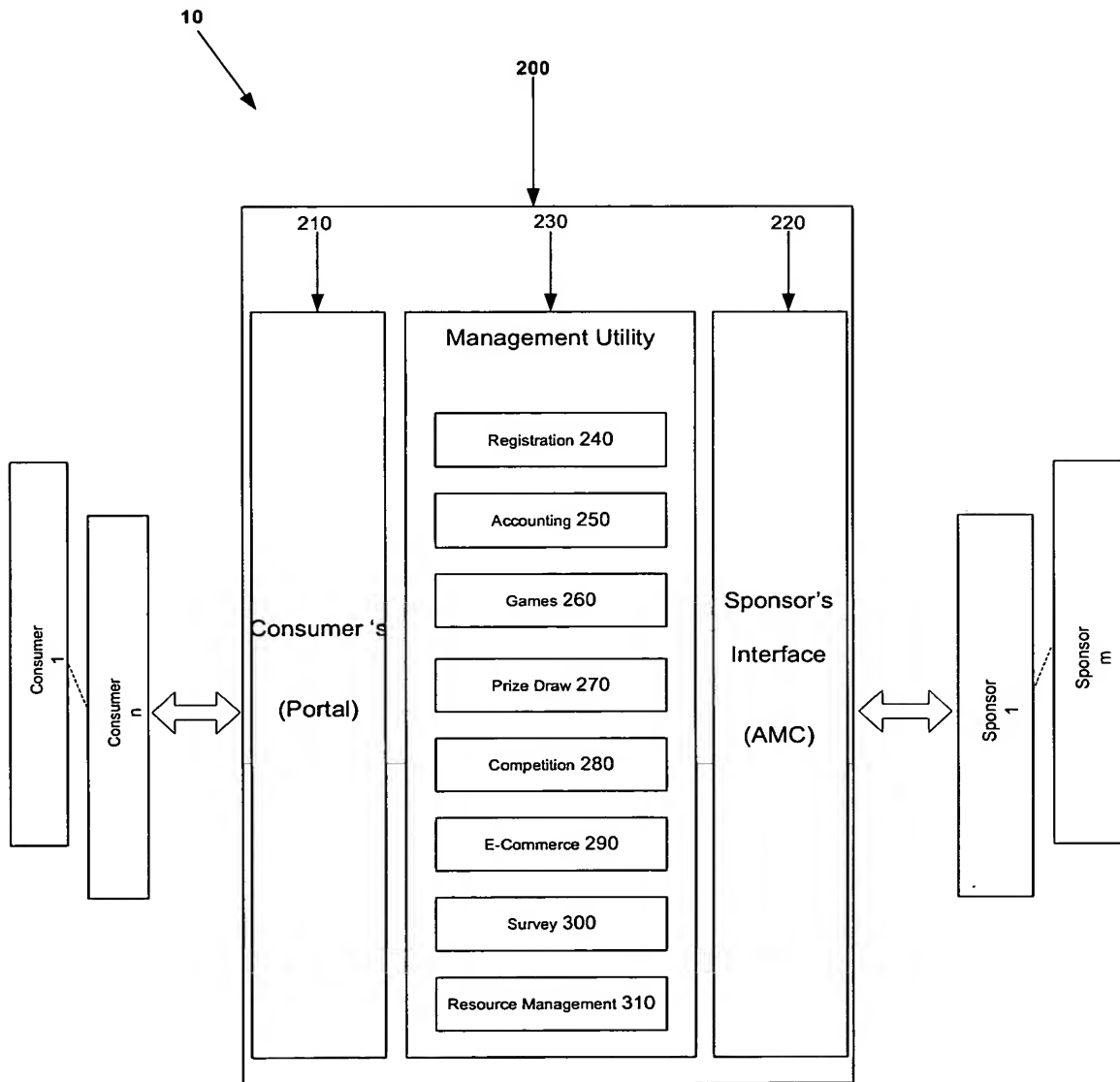


Figure 2

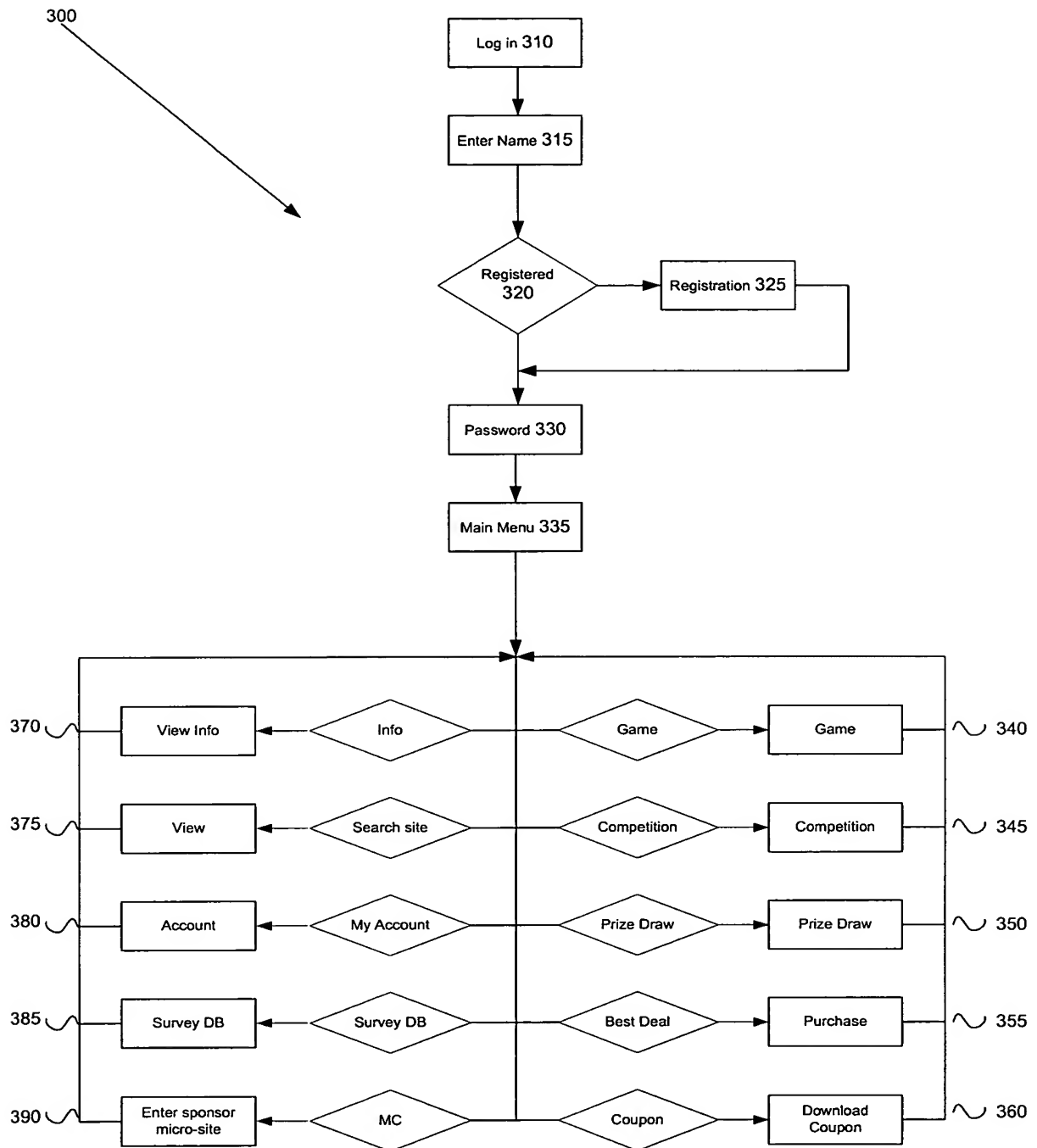


Figure 3

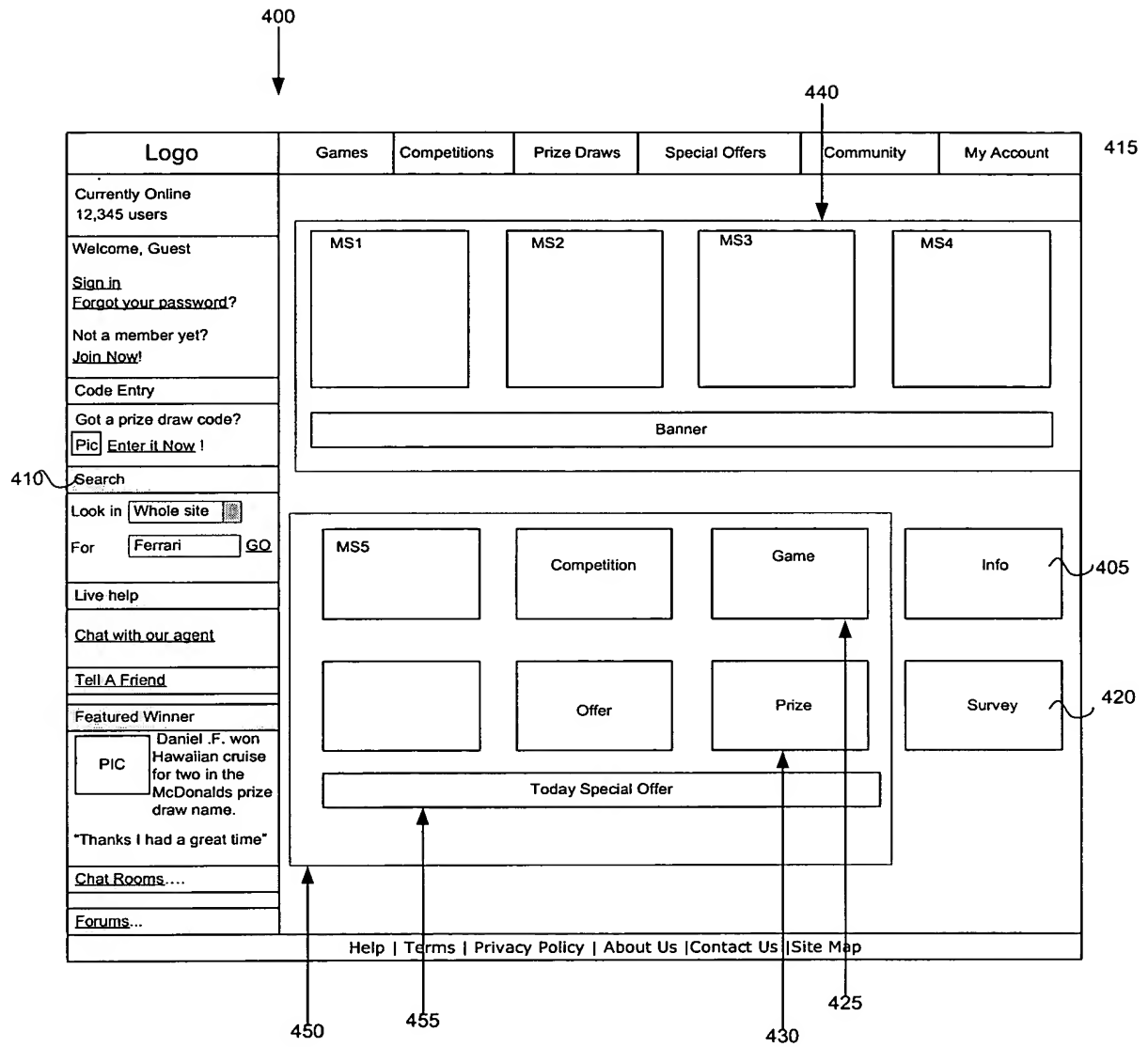


Figure 4

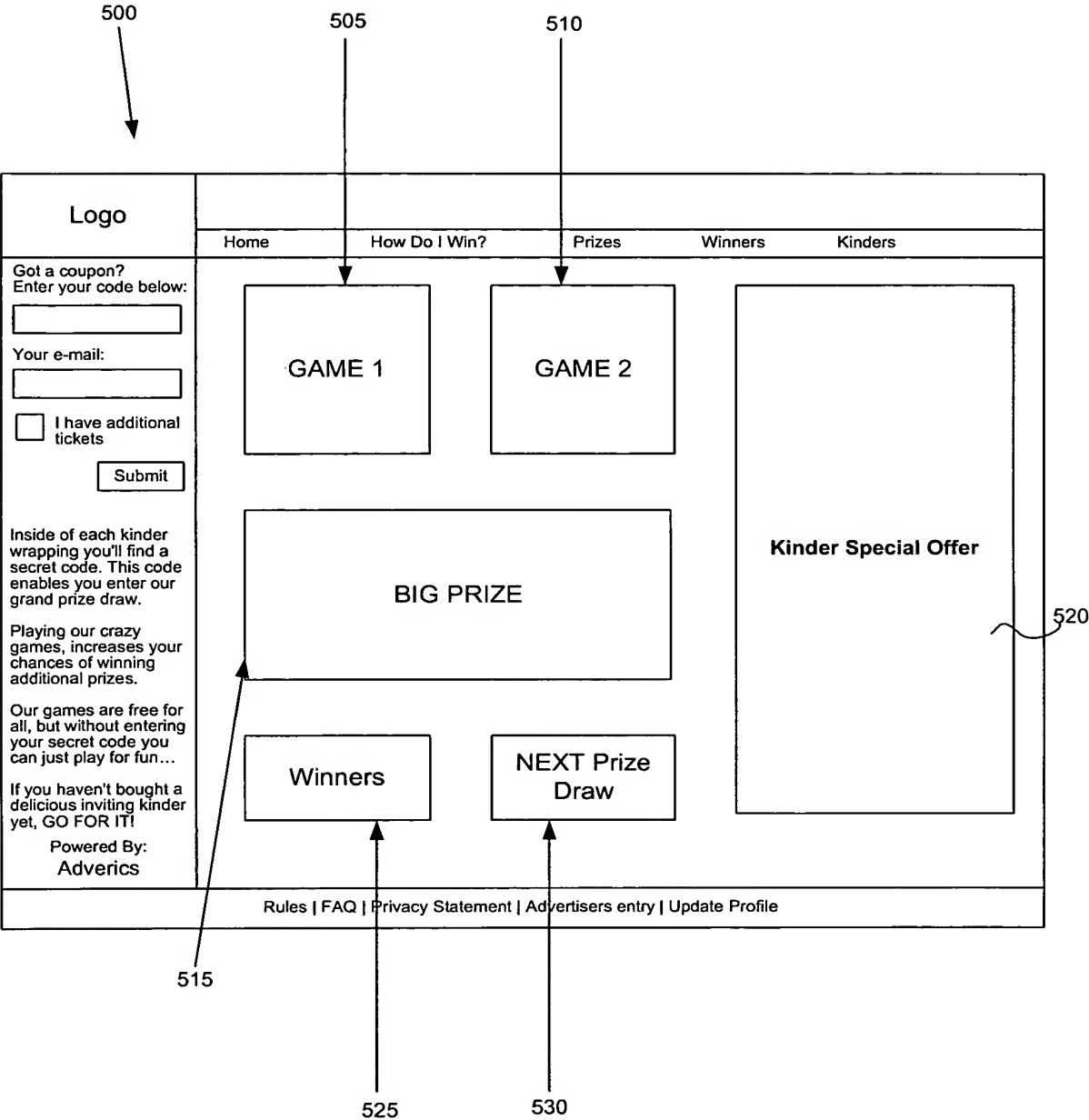


Figure 5

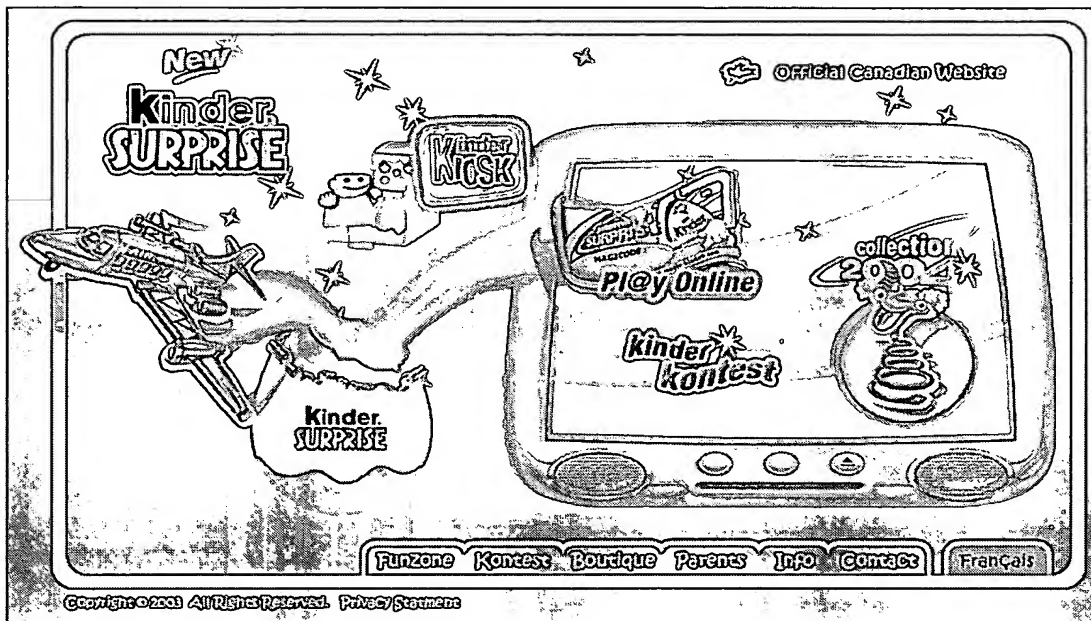


Figure 6a

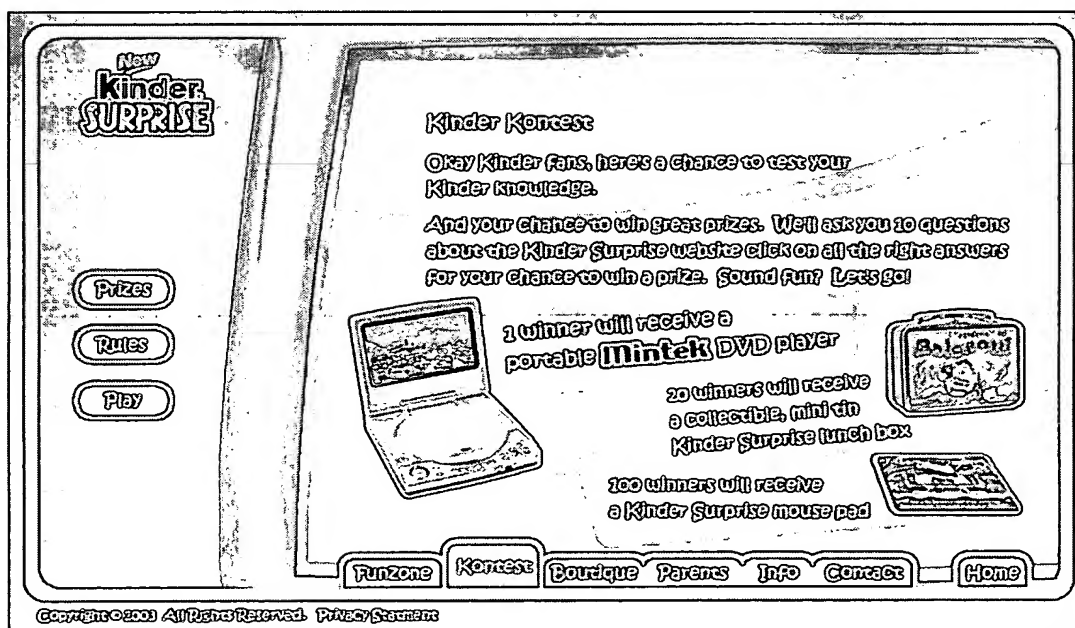


Figure 6b

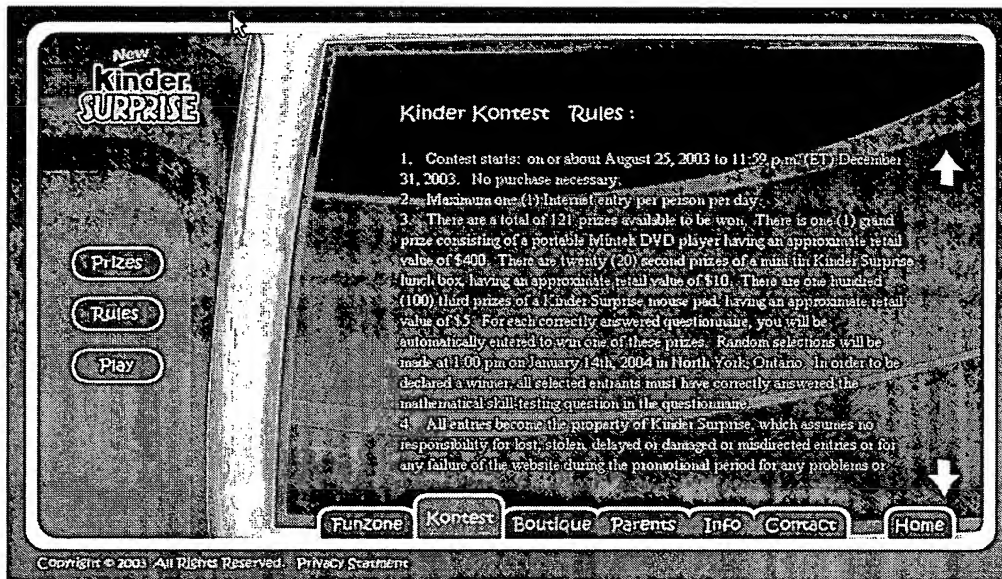


Figure 6c

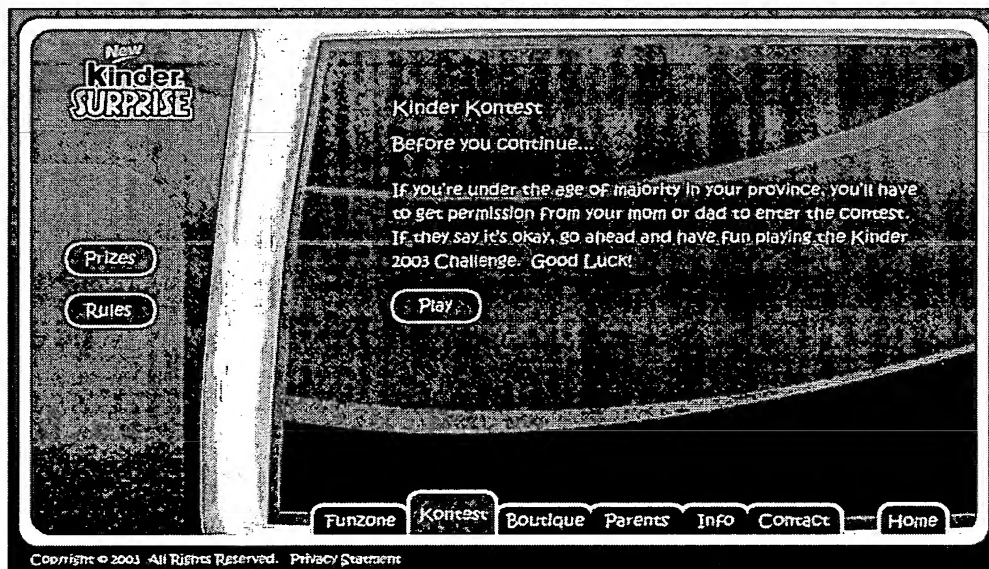


Figure 6d

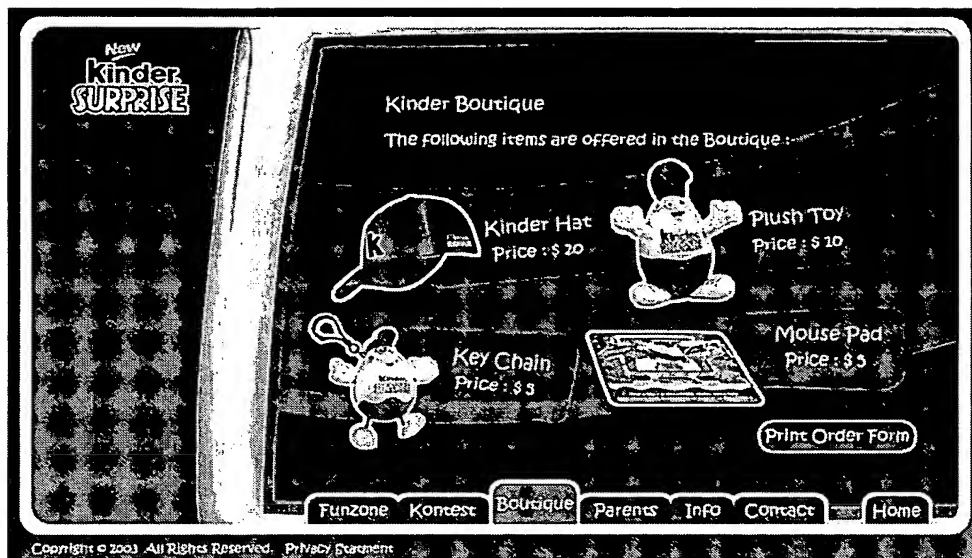


Figure 6e



Taken From <http://www.kindersurprise.com/english/index.html> ; kinder Kontest; rules:

1. Contest starts: on or about August 25, 2003 to 11:59 p.m. (ET) December 31, 2003. No purchase necessary.
2. Maximum one (1) Internet entry per person per day.
3. There are a total of 121 prizes available to be won. There is one (1) grand prize consisting of a portable Mintek DVD player having an approximate retail value of \$400. There are twenty (20) second prizes of a mini tin Kinder Surprise lunch box, having an approximate retail value of \$10. There are one hundred (100) third prizes of a Kinder Surprise mouse pad, having an approximate retail value of \$5. For each correctly answered questionnaire, you will be automatically entered to win one of these prizes. Random selections will be made at 1:00 pm on January 14th, 2004 in North York, Ontario. In order to be declared a winner, all selected entrants must have correctly answered the mathematical skill-testing question in the questionnaire.
4. All entries become the property of Kinder Surprise, which assumes no responsibility for lost, stolen, delayed or damaged or misdirected entries or for any failure of the website during the promotional period for any problems or technical function of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any E-mail or entry to be received by Kinder Surprise on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. Kinder Surprise reserves the right, in its sole discretion to cancel or suspend the E-mail portion of the contest should a virus, bug or other cause beyond the reasonable control of Kinder Surprise corrupt the security or proper administration of the contest. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Kinder Surprise reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Entries are subject to verification and will be declared invalid if they are, falsified, altered or tampered with in anyway.
5. To enter you must visit [www.kindersurprise.com](http://www.kindersurprise.com)
6. Winners will receive their prizes by mail. Please allow 4-6 weeks for delivery.
7. Entrants agree to abide by the Contest Rules. All decisions by Kinder Surprise in respect of this contest shall be final. Prizes must be accepted as awarded to winner(s) by Kinder Surprise.
8. The contest is open to residents of Canada only. Employees (and those with whom they are domiciled) of Ferrero, its advertising and promotional agencies are not eligible.
9. Subject to all applicable federal, provincial and municipal laws. These rules govern all aspects of this contest and are binding upon all entrants.
10. Kinder Surprise has the right to cancel the contest anytime subject to the approval of the RACJ.
11. Any litigation respecting the conduct or organization of a publicity contest may be submitted to the R?gie des alcaols, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the R?gie only for the purpose of helping the parties reach a settlement.
12. By participating in this contest, entrants consent to the use of their name and place of residence, without further compensation, for advertising and publicity purposes. All entries become the property of Kinder Surprise.

Figure 6f

	Performance Parameters							
	Traffic				Community		Conversion	
	Exposure	Mini-Site	Game	Prize Draw	Return	Active	Buy intent	Buying
Parameter Base	1000 visitors 0.01 RP	1000 visitors 0.01 RP	1000 user 0.01 RP	1000 participant 0.01 RP	1 returned visit 0.01 RP	1 action 0.01 RP	$RP = N \cdot P / k$ N=Number of coupon downloads P= Prize K=Constant *(1000)	$RP = N \cdot P / k$ N=Number of Purchases P= Prize K=Constant *(1000)
Campaign								
Campaign								

Figure 7

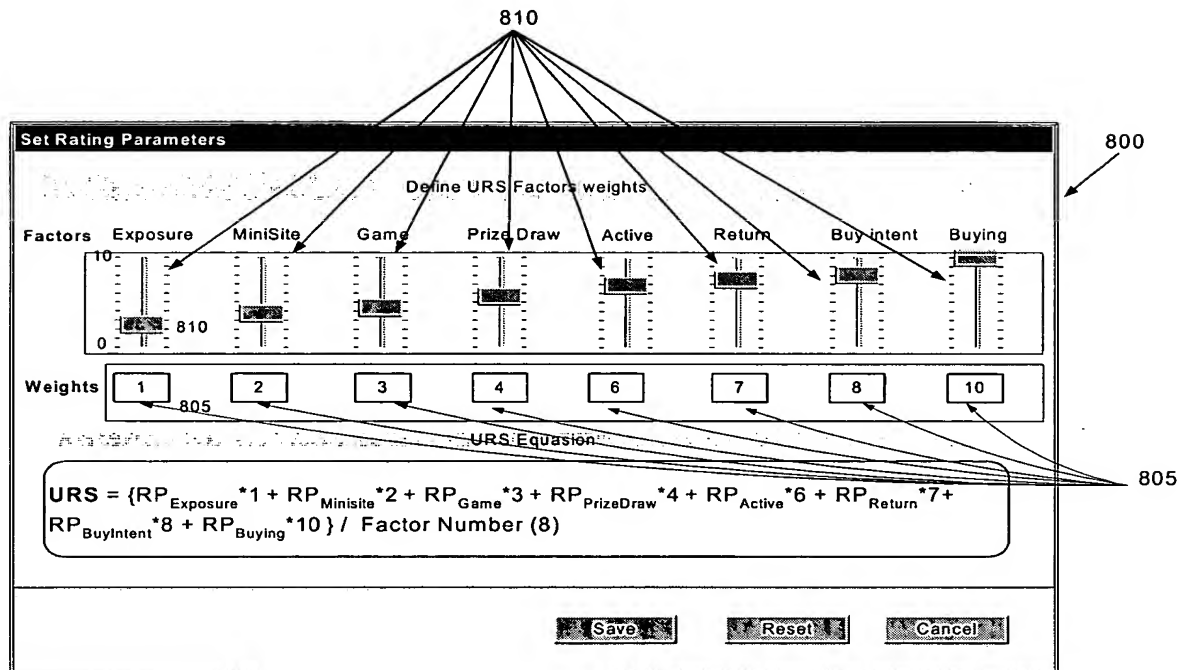


Figure 8

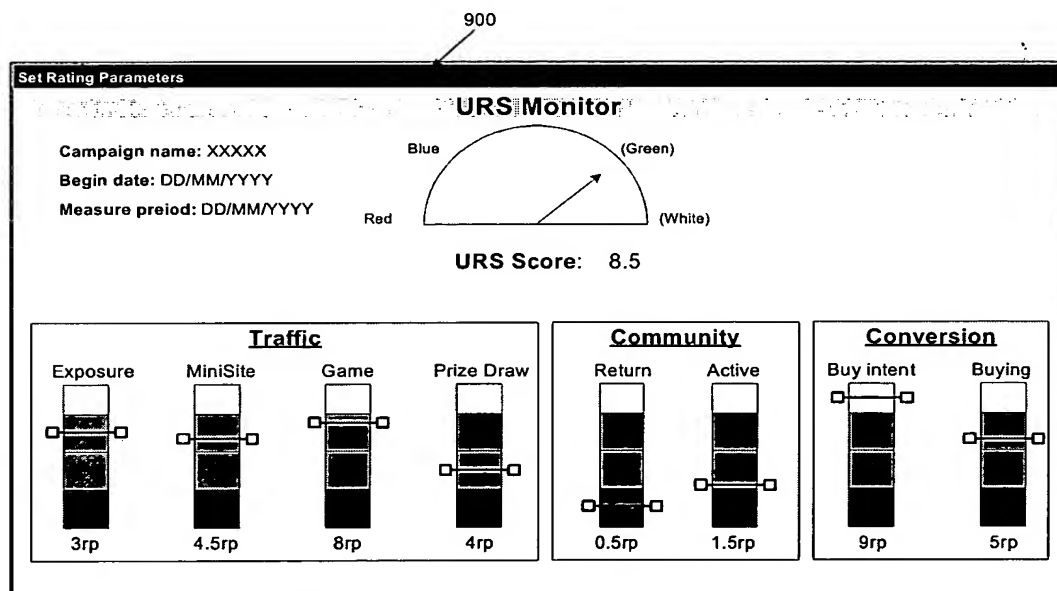


Figure 9